

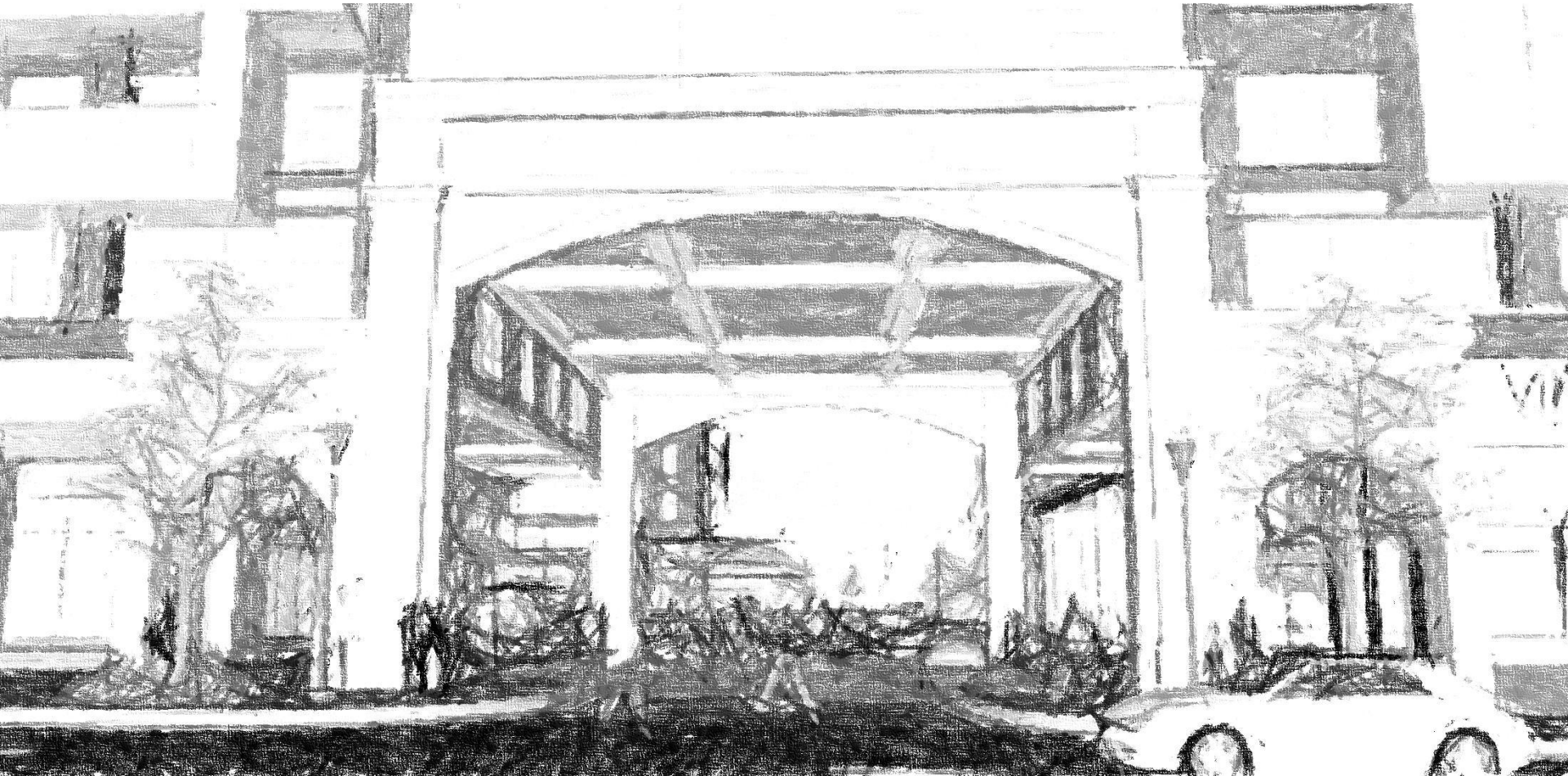


# Mason Row

Falls Church, VA

*"A Special Place for Gathering, Shopping & Dining"*

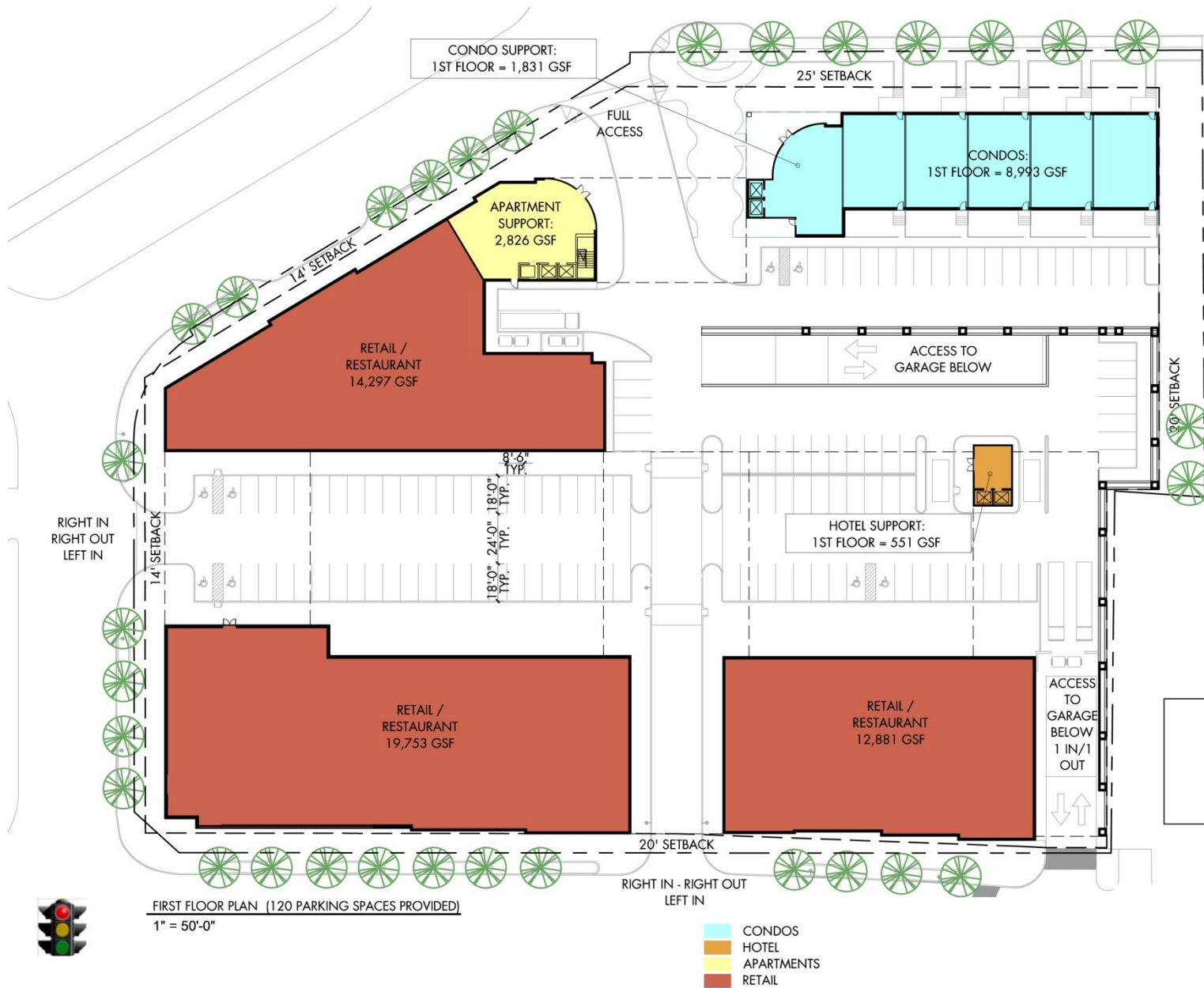
# I. Previous Concept





Previous Concept – Aerial Rendering

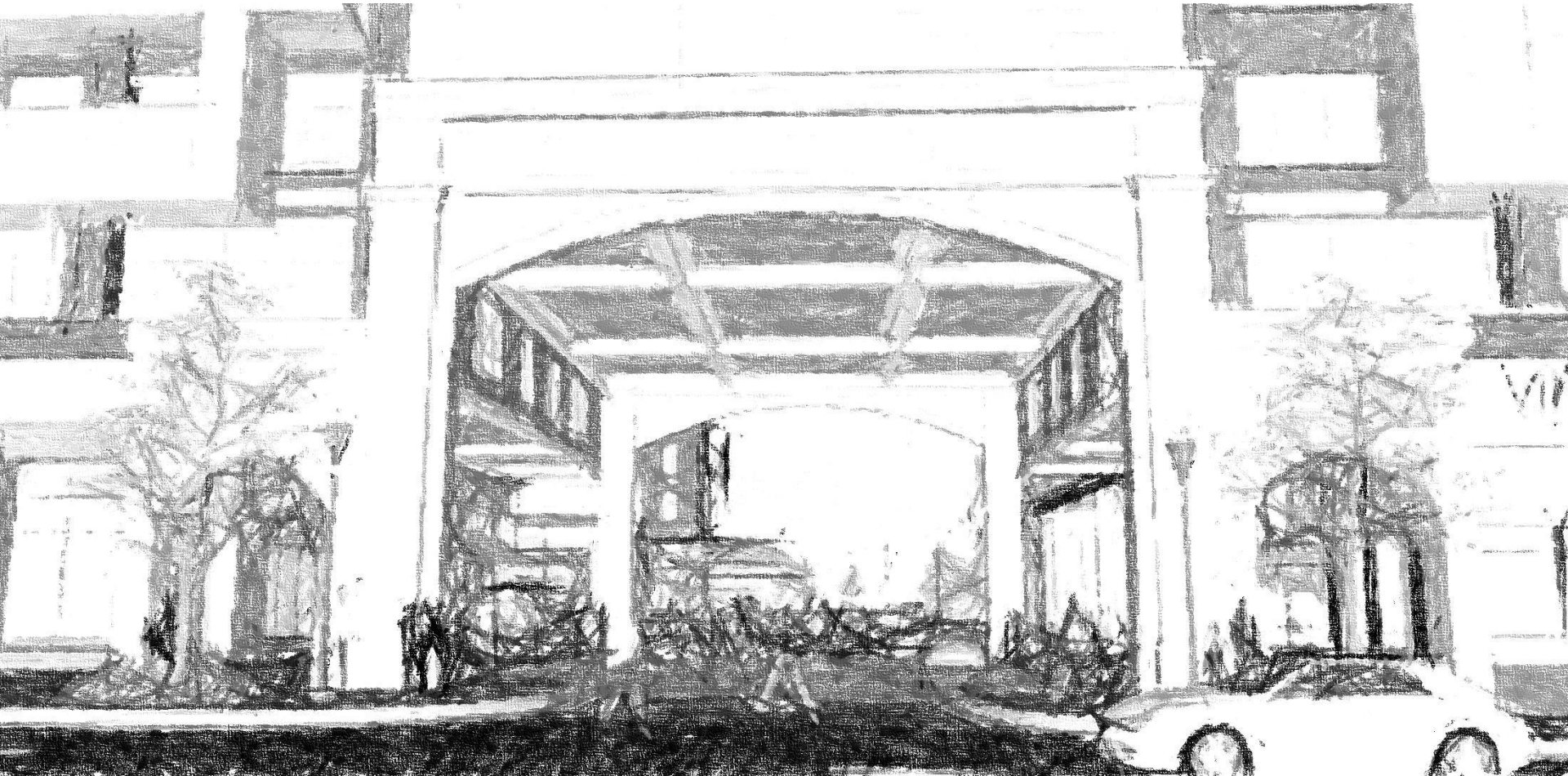
Mason Row



Previous Concept – Architectural Site Plan

Mason Row

## II. Current Concept





Existing Site – Photo Legend

**Mason Row**



1



2



3

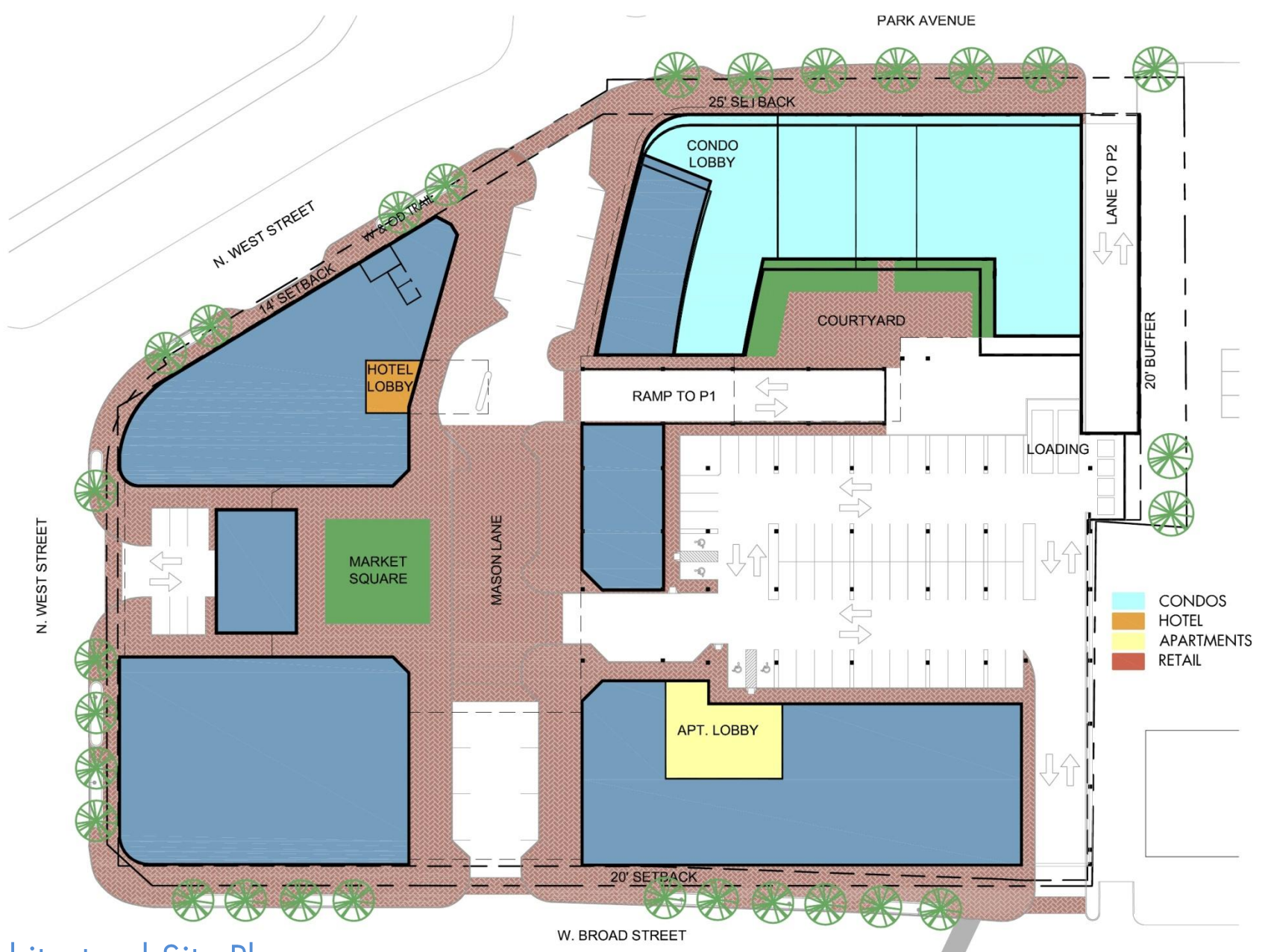


4

Existing Site - Photos  
**Mason Row**

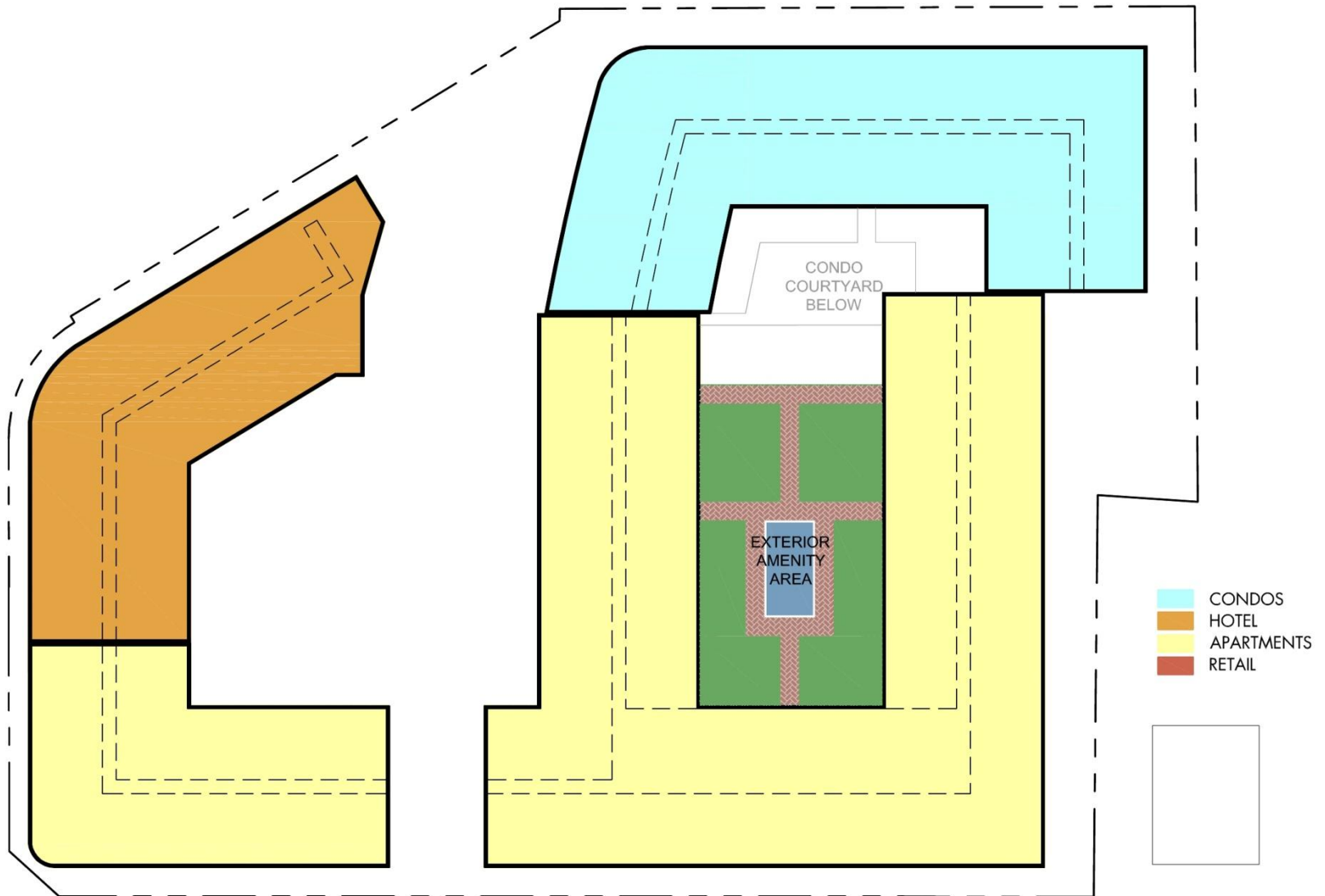


Existing Site - Photos  
**Mason Row**



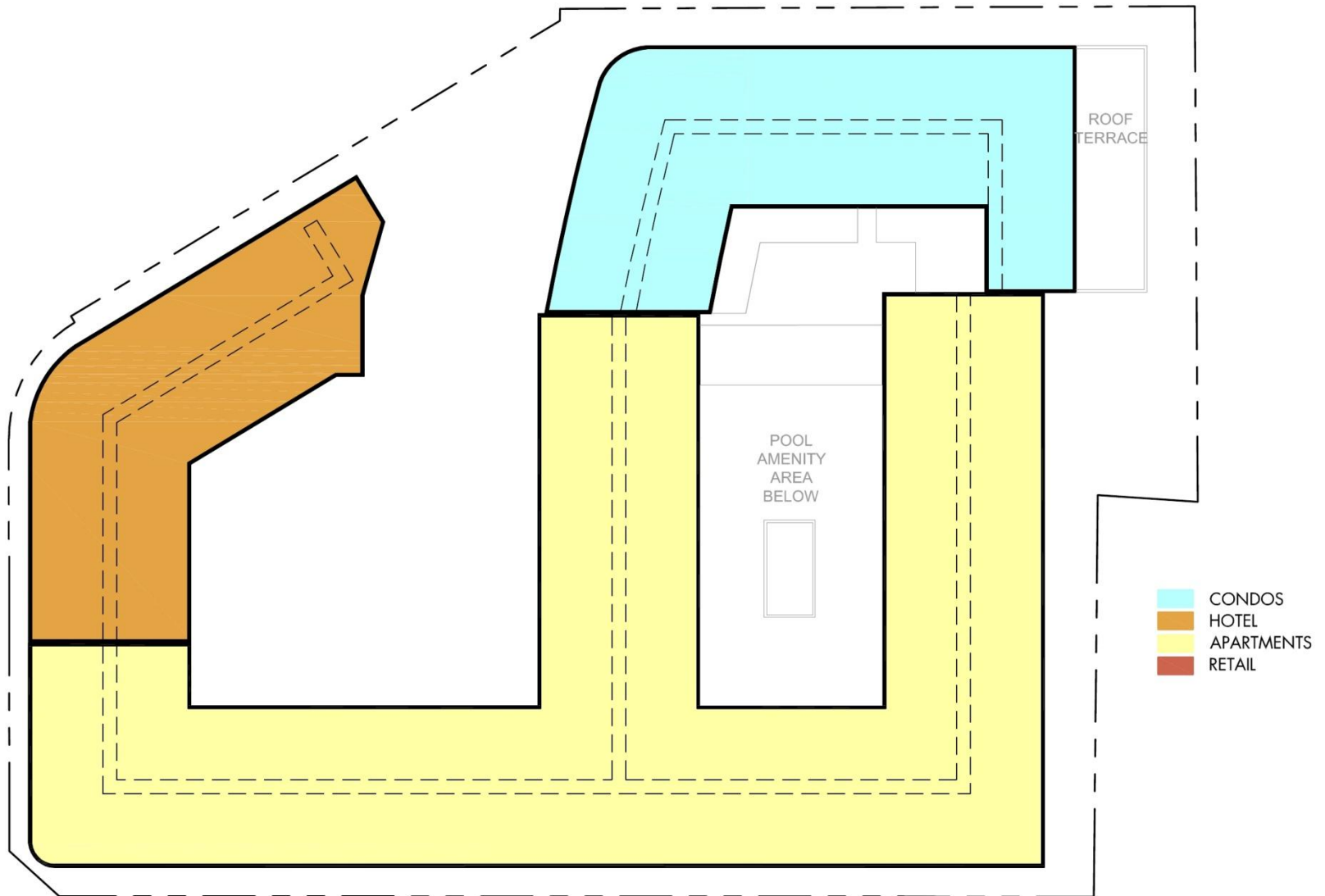
Architectural Site Plan

Mason Row

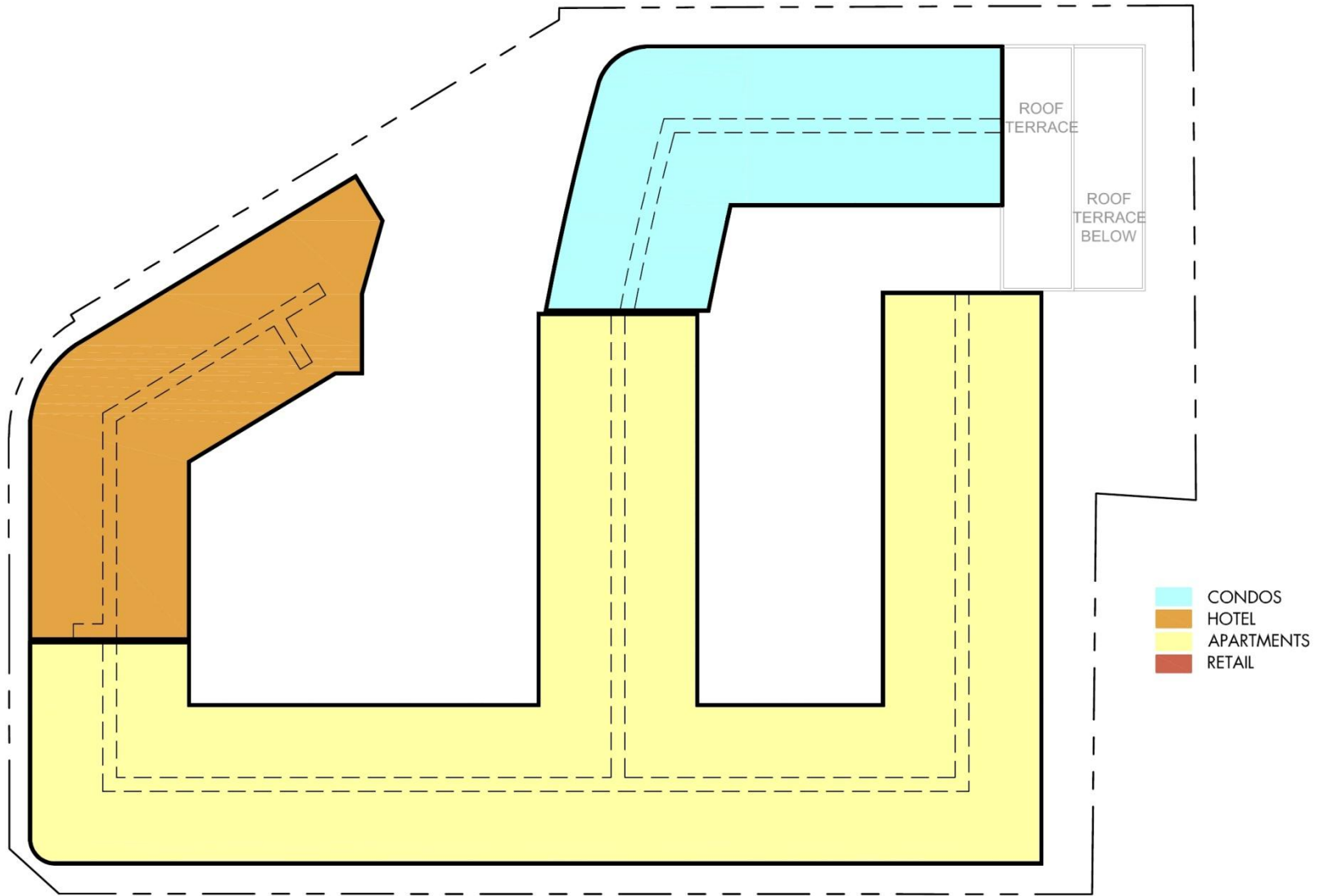


2<sup>nd</sup> Floor Plan

Mason Row

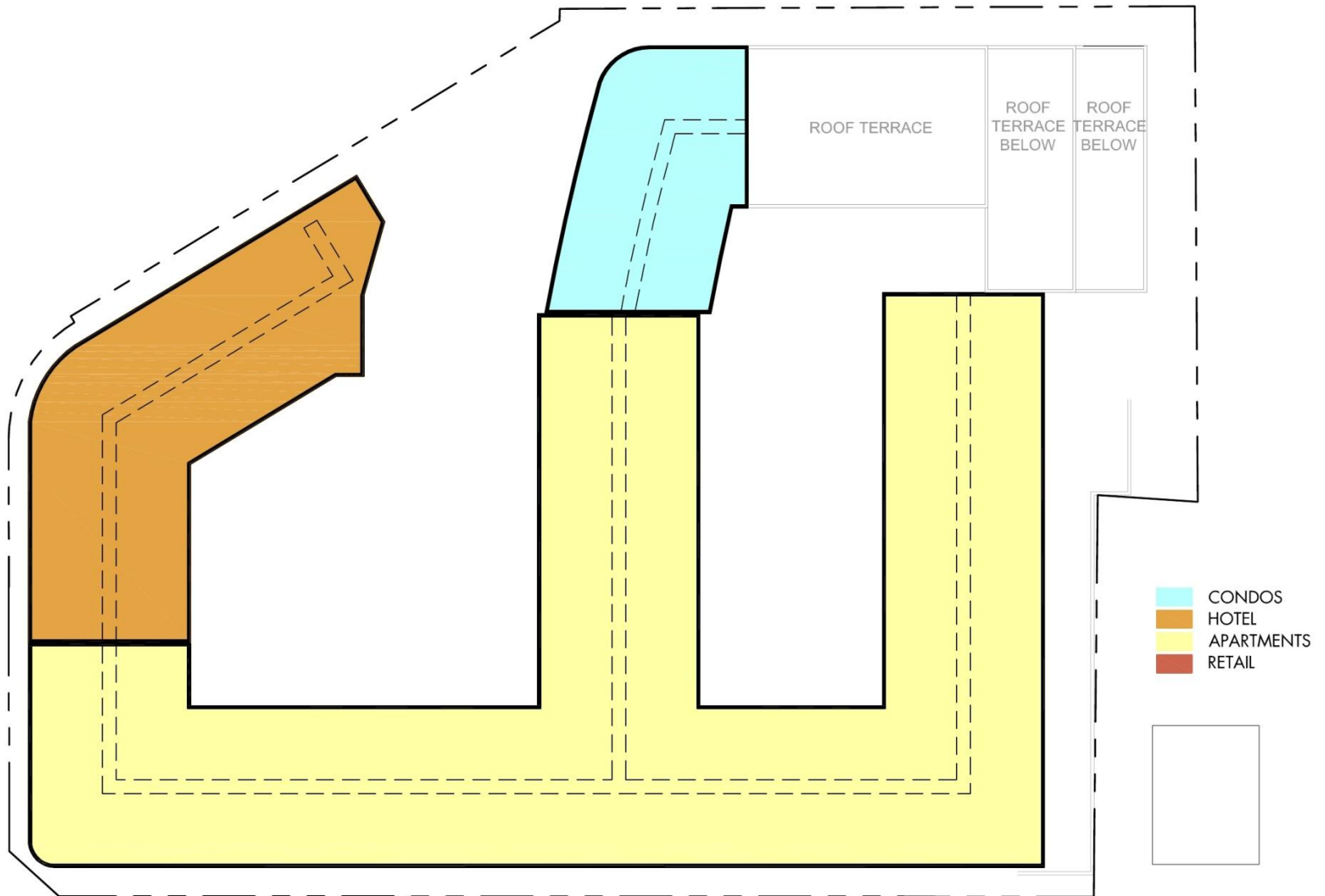


3<sup>rd</sup> Floor Plan  
Mason Row

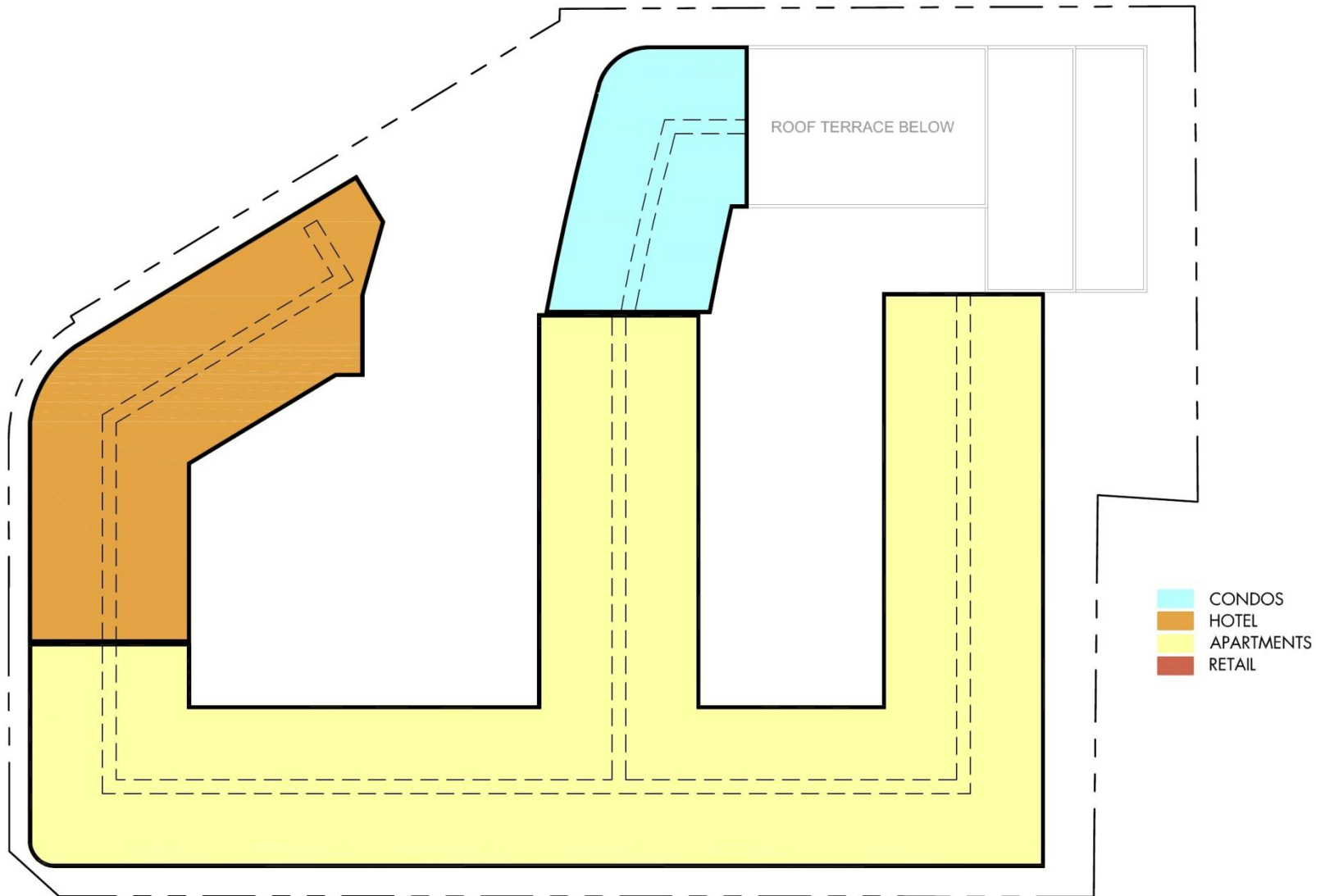


4<sup>th</sup> Floor Plan

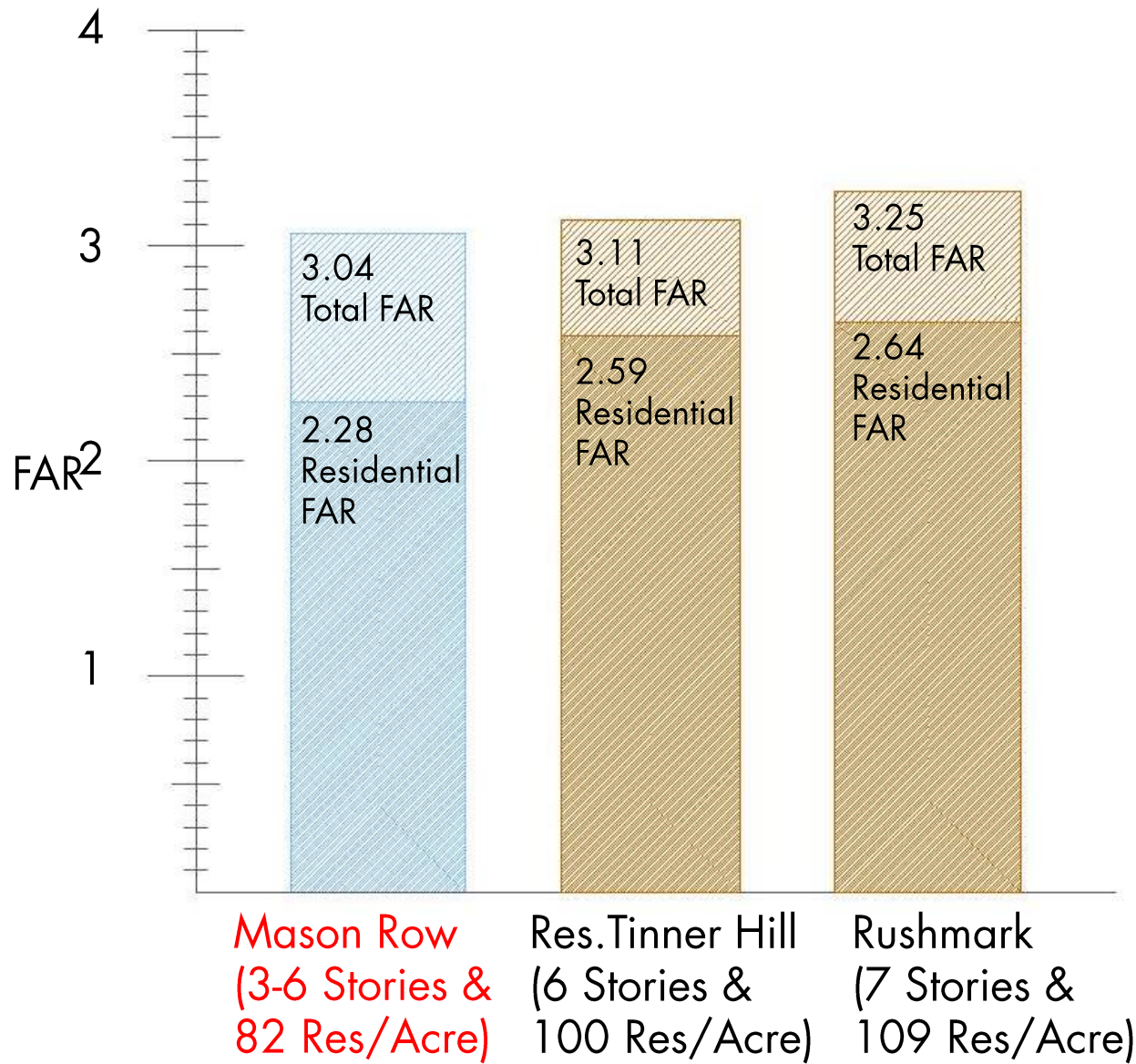
Mason Row



5<sup>th</sup> Floor Plan  
Mason Row



6<sup>th</sup> Floor Plan  
Mason Row



Massing / Density – Comparable Projects in Falls Church

Mason Row



Internal Perspective of Mason Lane & Market Square looking North

Mason Row



Internal Perspective Mason Lane & Market Square looking South

**Mason Row**



View of Mason Lane from W&OD Trail

Mason Row



View of Mason Lane from W. Broad St.

**Mason Row**

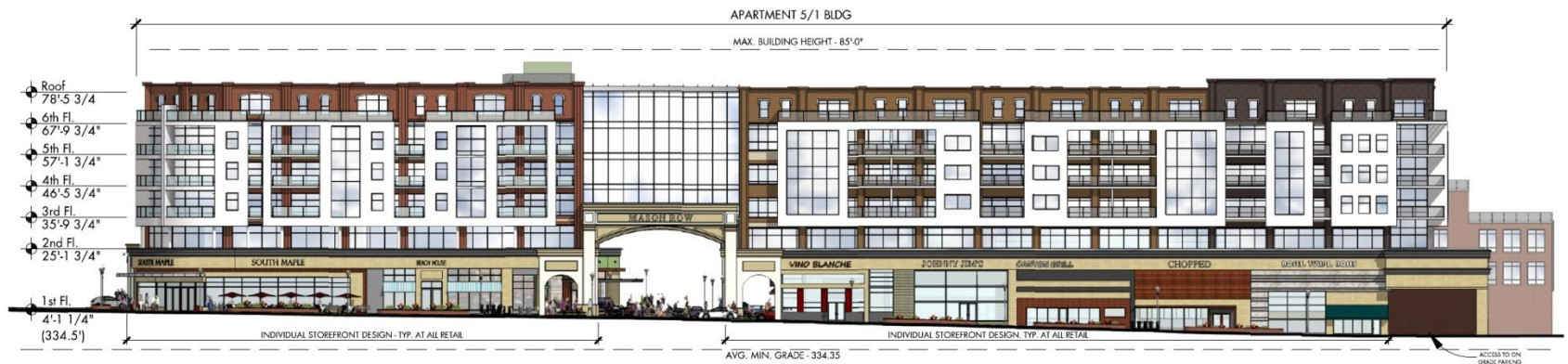


View of Streetscape along W. Broad St.  
**Mason Row**



View of Condominium along Park Ave.

**Mason Row**



NORTH ELEVATION  
N.T.S.



SOUTH ELEVATION  
N.T.S.

## North and South Elevations

# Mason Row



EAST ELEVATION  
N.T.S.

East Elevation  
Mason Row



West Elevation  
Mason Row



NORTHWEST ELEVATION  
N.T.S.

# Northwest Elevation

## Mason Row



## Apartment Façade Finish Material Selections

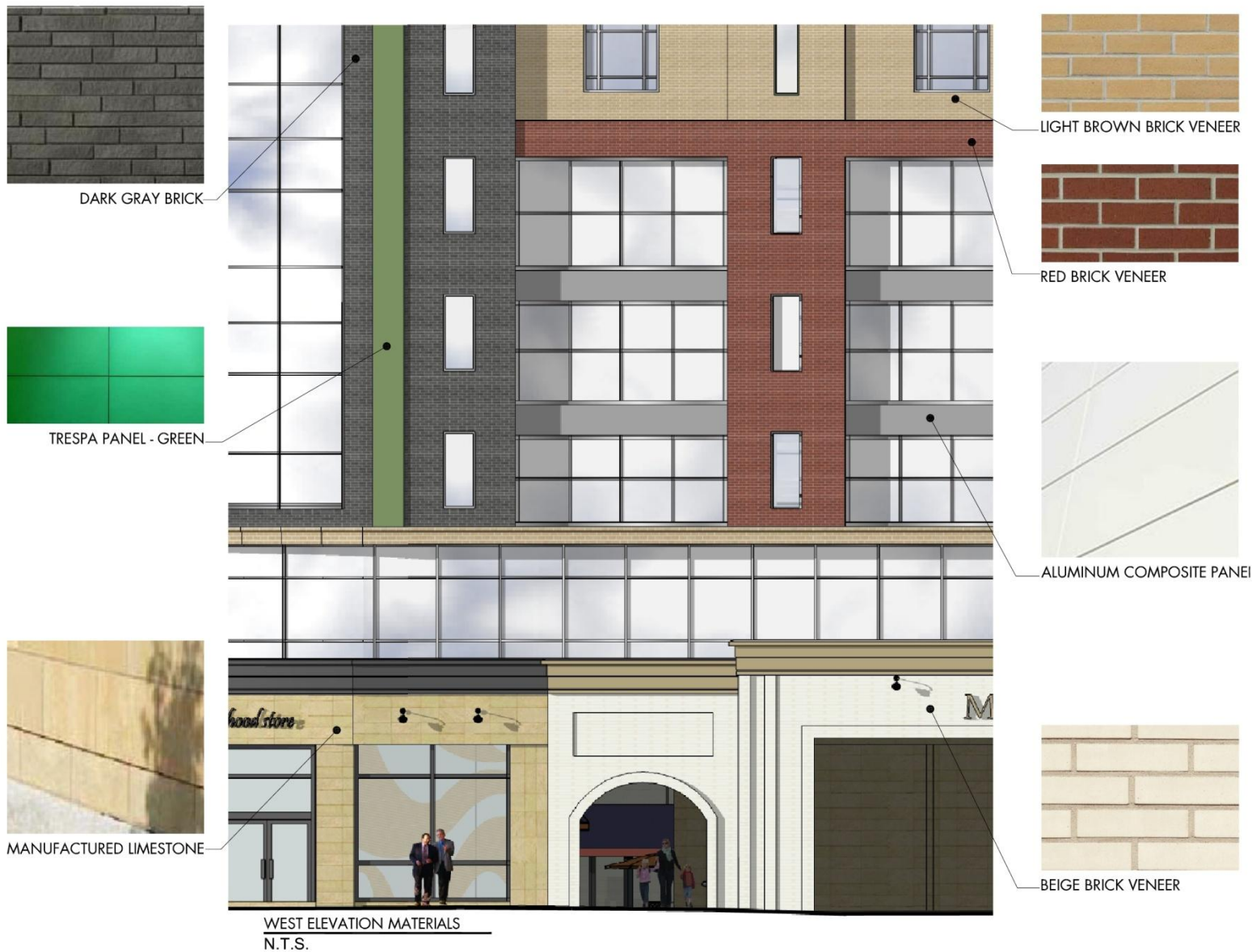
**Mason Row**



NORTH ELEVATION MATERIALS  
N.T.S.

## Condominium Façade Finish Material Selections

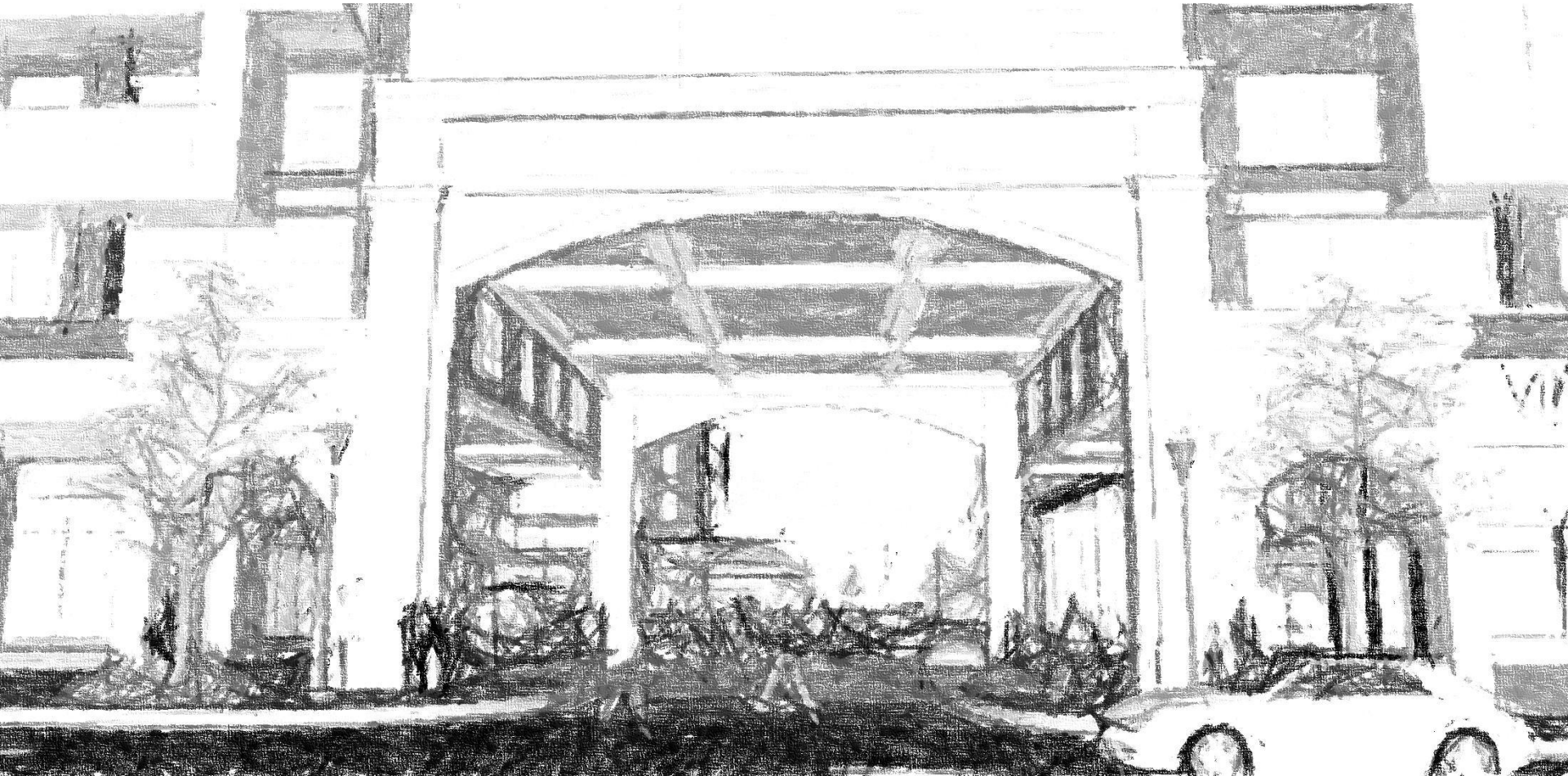
### Mason Row



## Hotel/Retail Façade Finish Material Selections

### Mason Row

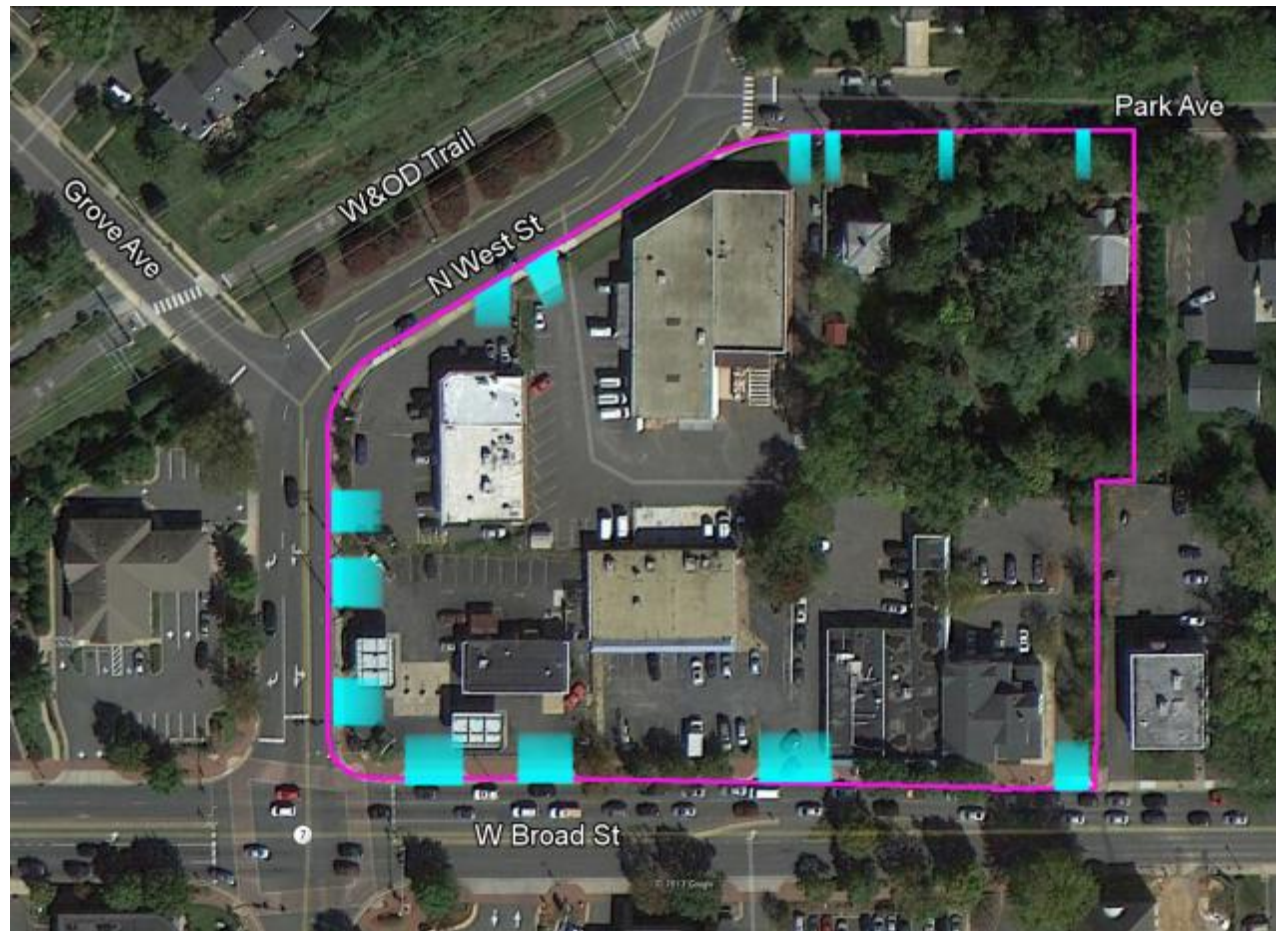
# III. Traffic / Parking



# Mason Row



# Site Access – Existing Conditions



# Site Access – Future Conditions



- Existing: 13 driveway cuts
- Proposed: 5 driveway cuts
- **Reduction of 8 access points.**

*\*Right-in/Right-out Access*

# Site Trip Generation

	AM Peak Hour	PM Peak Hour	Weekday Daily
<i>Existing Site Uses</i>	<i>216</i>	<i>120</i>	<i>1,200</i>
Proposed Site Uses	367	366	4,306
<b>Net New Vehicle Trips</b>	<b>151</b>	<b>246</b>	<b>3,106</b>

Note: A trip is defined as either inbound or outbound.

# Site Trips Added to Road Network



Bi-directional peak hour vehicle trips

# Transportation Improvements

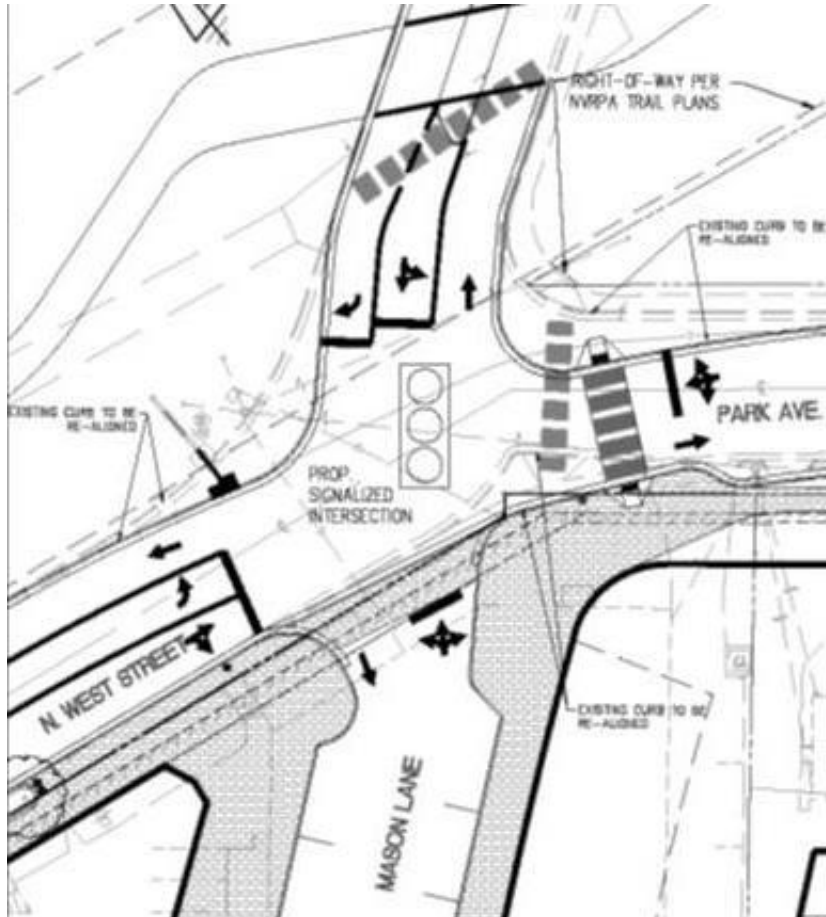


## Problems:

- Excessive vehicular speed
- Poor intersection alignment for visibility – Pedestrian & Vehicular Safety
- Dangerous crossing of W&OD trail & N. West St.
- Insufficient traffic control

N. West and Park Avenue Intersection - **EXISTING**

# Transportation Improvements



## Improvements:

- Addition of traffic signal
- Realignment of intersection
- Insertion of crosswalks
- Working on W&OD trail crossing improvements
- Adding turning lanes – Reduce Stacking & increase through-put

N. West and Park Avenue Intersection - **PROPOSED**

# Transportation Improvements

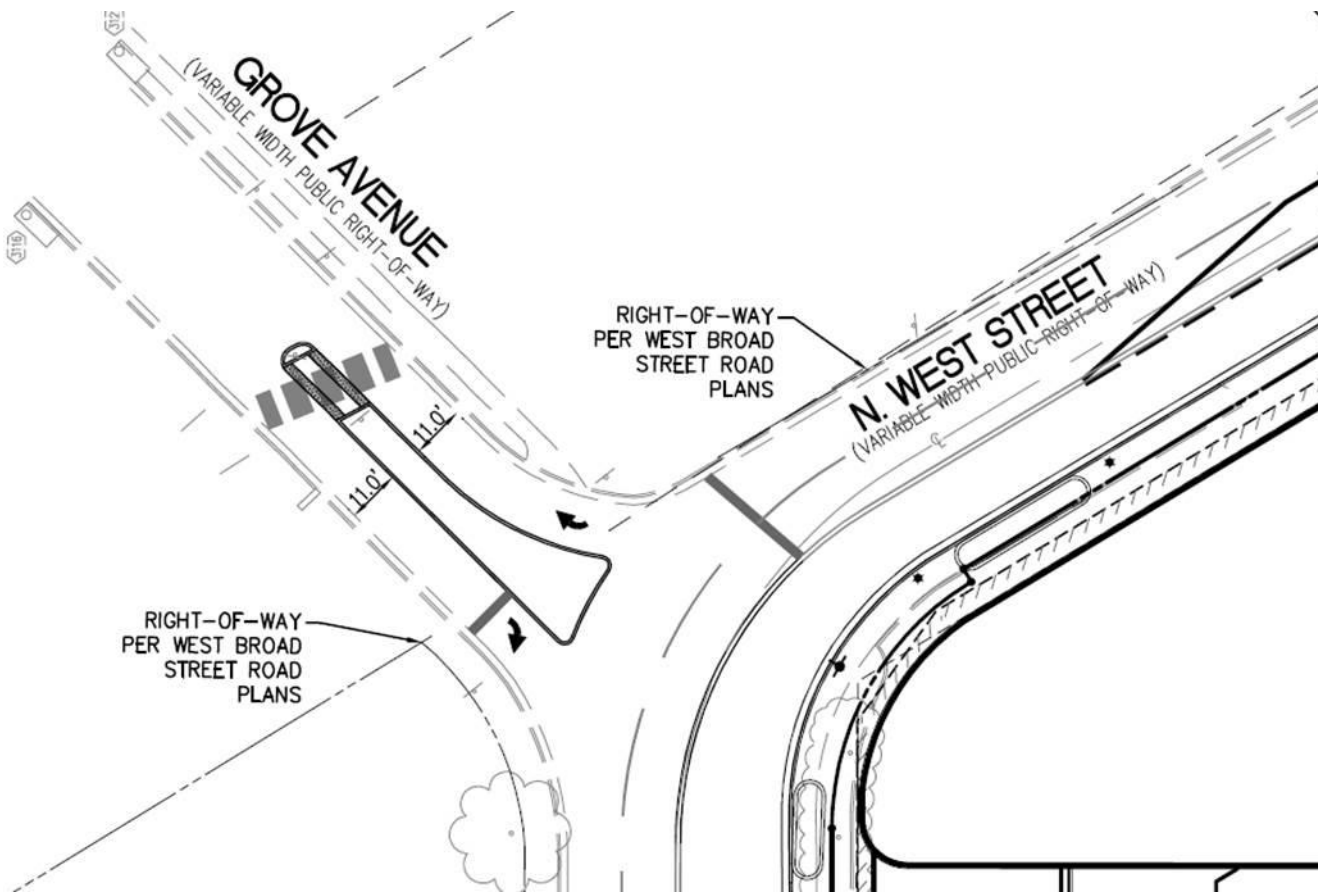


## Problems:

- Excessive vehicular speeds on N. West St. & Grove Ave.
- Cut-thru traffic on Grove
- Pedestrian crossing at N. West St. & Grove Ave. – Safety

N. West and Grove Avenue Intersection - **EXISTING**  
**Mason Row**

# Transportation Improvements



## Improvements:

- Speed reduction platforms on Grove Ave.
- Insertion of extended “pork chop”
  - Safer pedestrian crosswalk
  - Traffic calming
  - Turning control
  - Reduce cut-thru
- Planning pedestrian crosswalk across N. West St.

N. West and Grove Avenue Intersection - **PROPOSED**

# Transportation Improvements

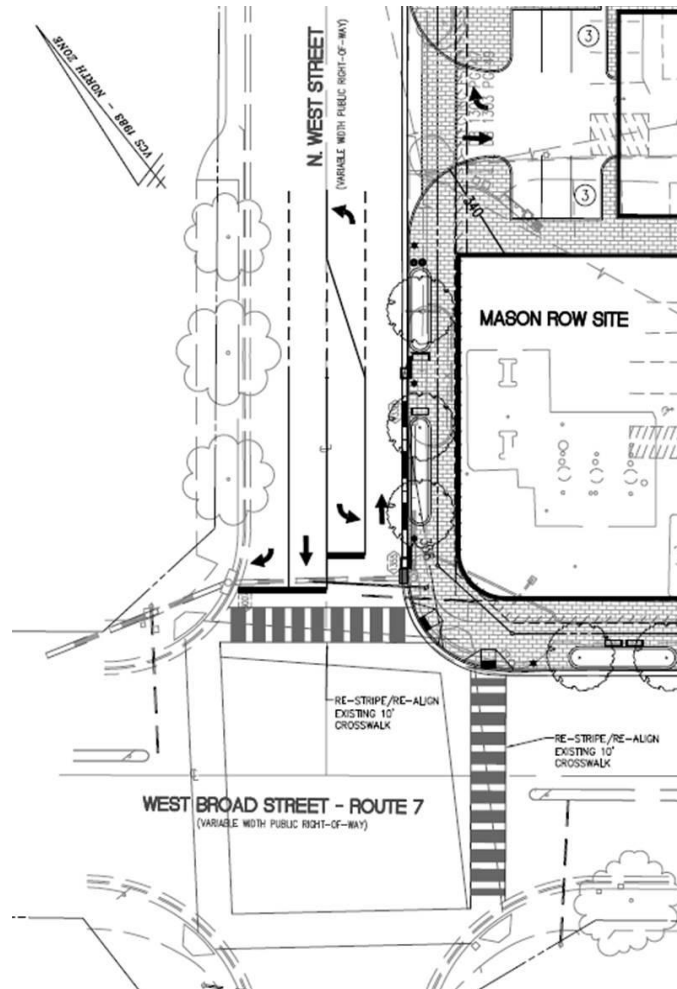


## Problems:

- Congestion during rush hour
- Insufficient lanes for West St. – Stacking problem
- Crosswalk safety

N. West and W. Broad Street Intersection - **EXISTING**

# Transportation Improvements

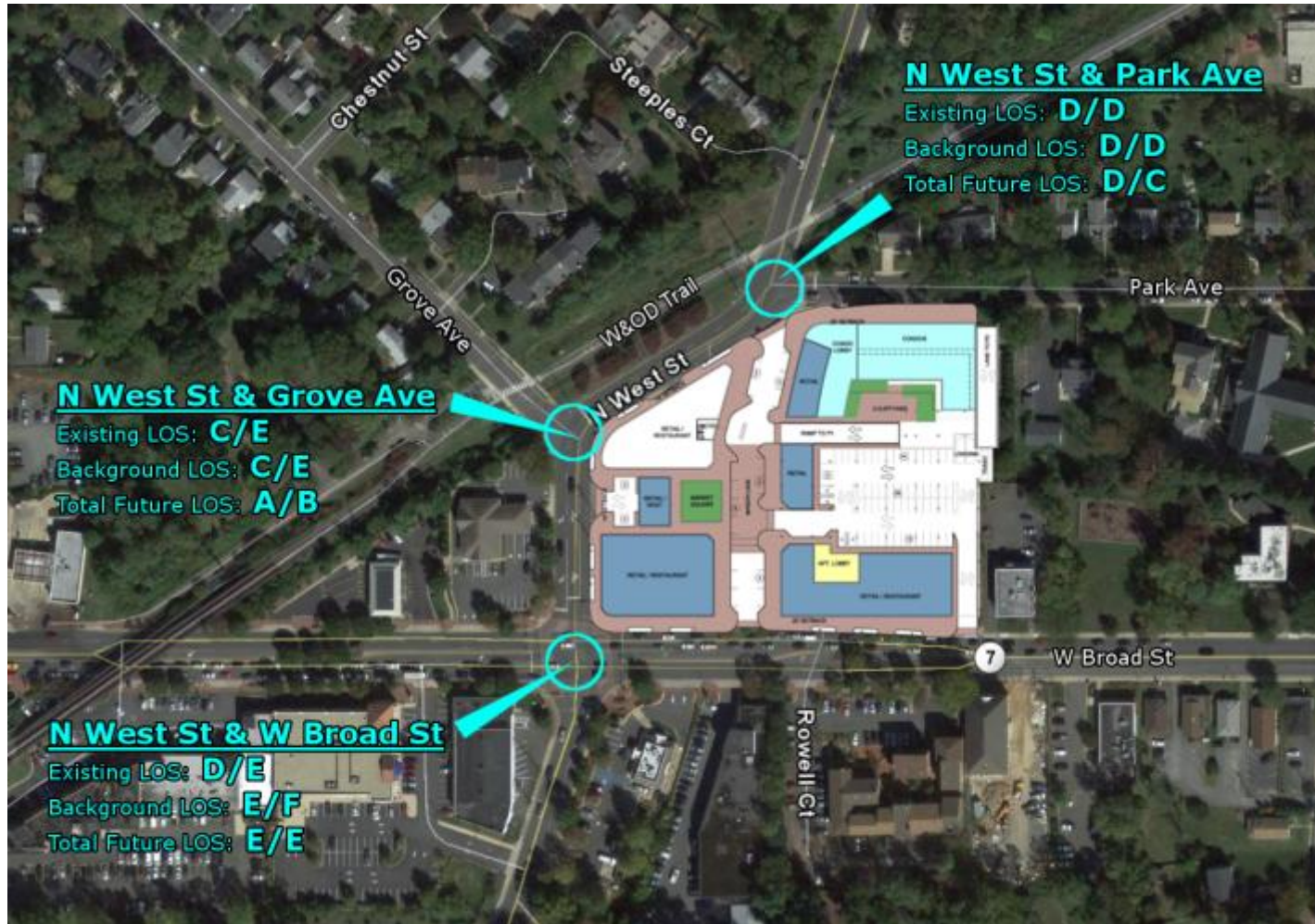


## Improvements:

- Additional Southbound turn lane onto Broad St.
- Left turn lane into Wells Fargo Bank off N. West St.
- Adding crosswalk striping on N. West & W. Broad

N. West and W. Broad Street Intersection - **PROPOSED**

# Intersection Levels of Service



# Additional Proposed Improvements

- Improved pedestrian connections to W&OD trail and surrounding roadways.
- Work with NVRPA to improve W&OD trail crossing at North West Street.
- Implementation of a Transportation Demand Management (TDM) Plan.
- Shuttle to/from West Falls Church Metro Station for hotel.
- New bus shelter along West Broad Street.
- Work with City staff and citizens on additional Grove Avenue traffic calming.
- Work with City staff and citizens on parking controls for Park Avenue residents.

# Site Parking

## ■ Proposed parking supply

	Retail	Hotel	Res.	TOTAL
Surface	83	2	--	85
P1	74	130	235	439
P2	--	--	203	203
TOTAL	157	132	438	<b>727</b>

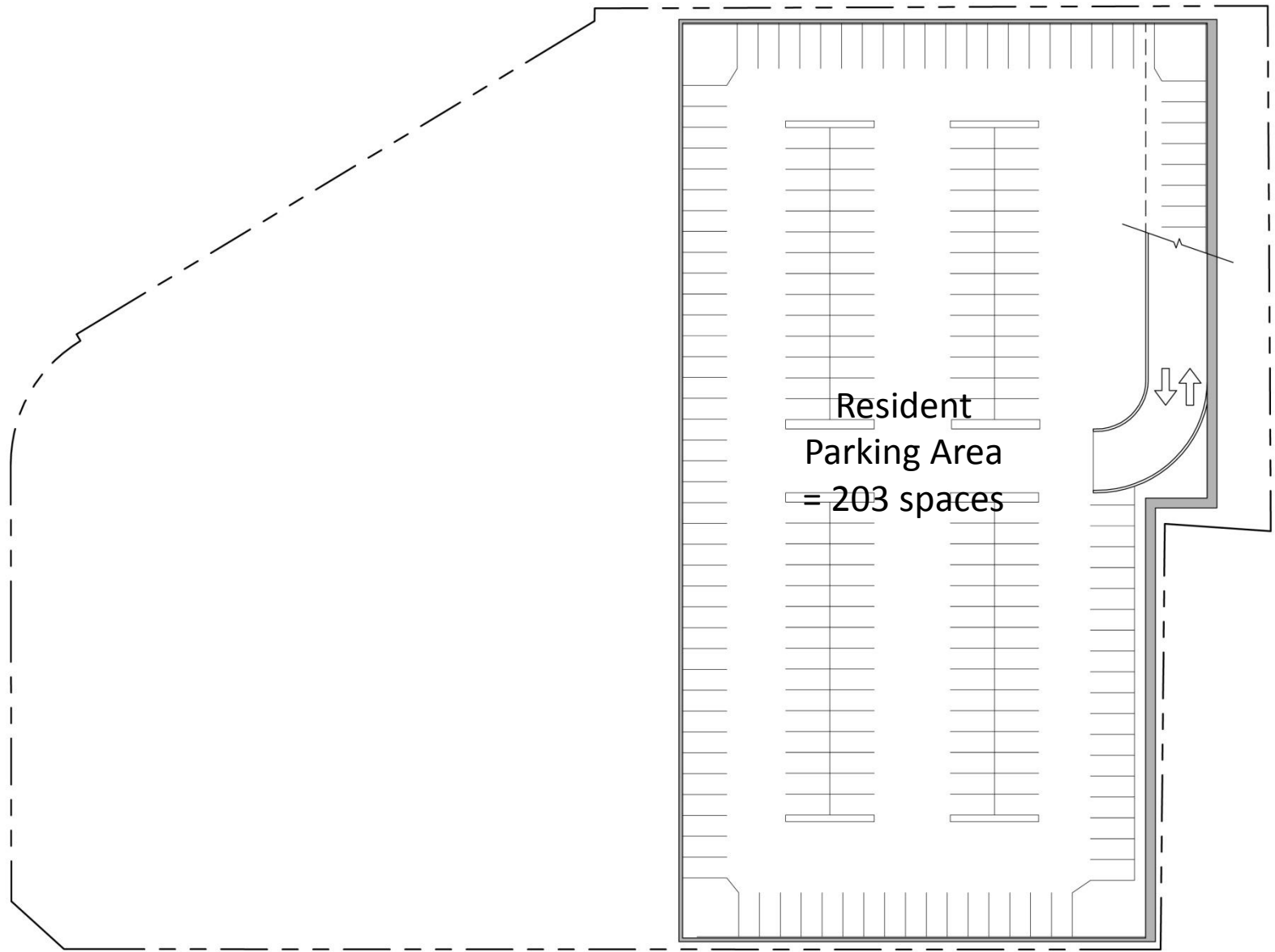


- Supply represents a 20% reduction from Code.
- ONLY residents permitted to access via Park Avenue ramp entrance.
- Residents will have ability to circulate internally within the site and access the second garage ramp.
- Retail/hotel will be able to share a portion of the parking supply.



P1 Parking Level Plan – 439 Parking Spaces

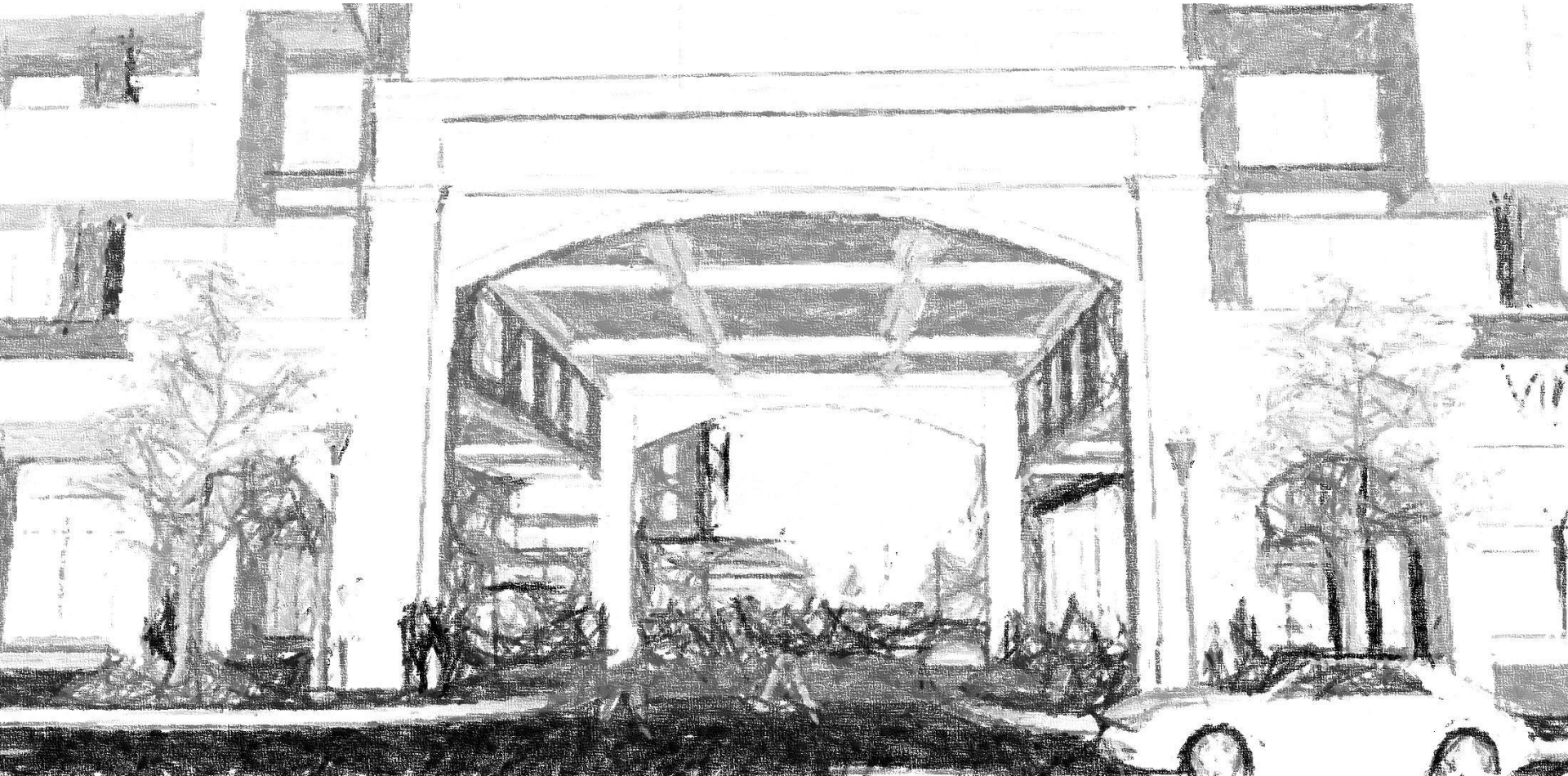
Mason Row



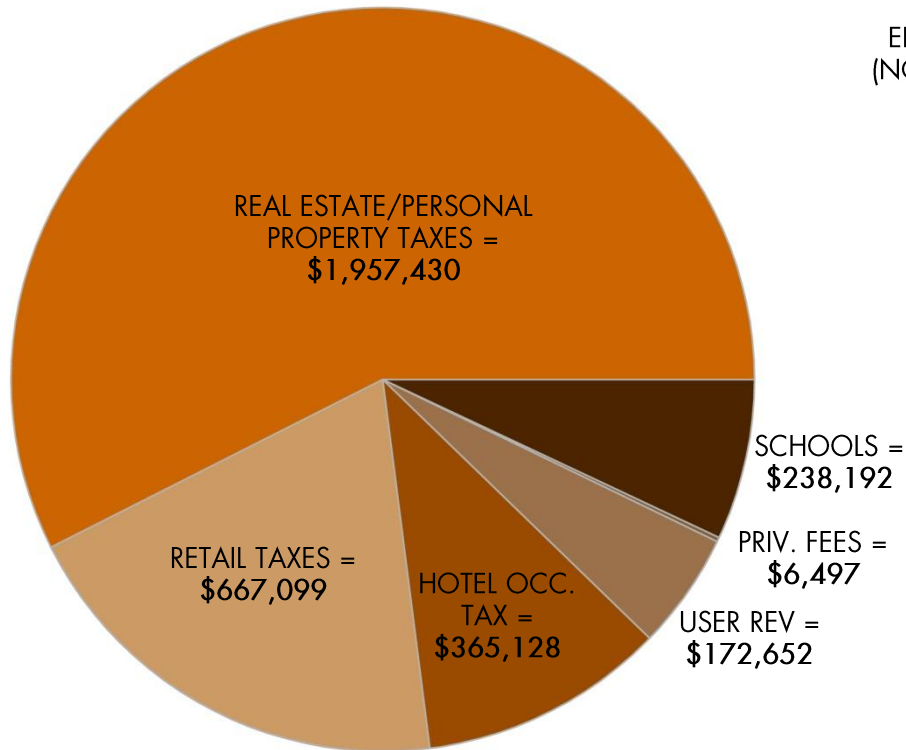
P2 Parking Level Plan – 203 Parking Spaces

Mason Row

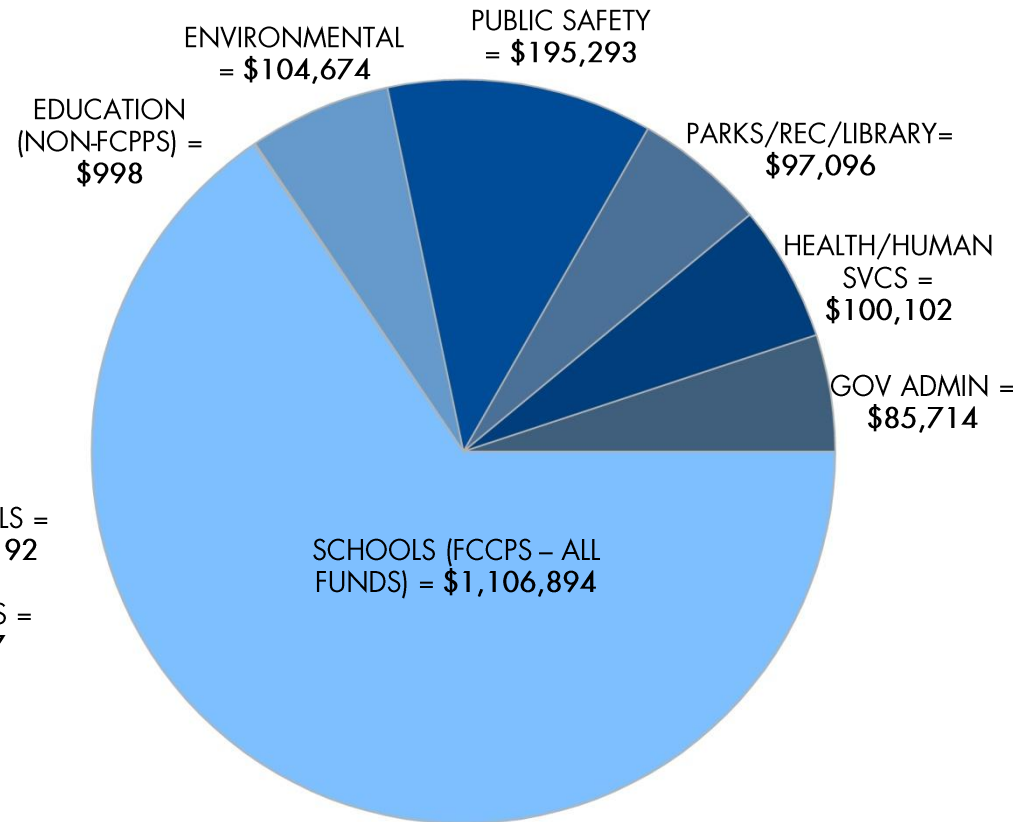
# IV. Economics



## Annual Revenues



## Annual Expenditures

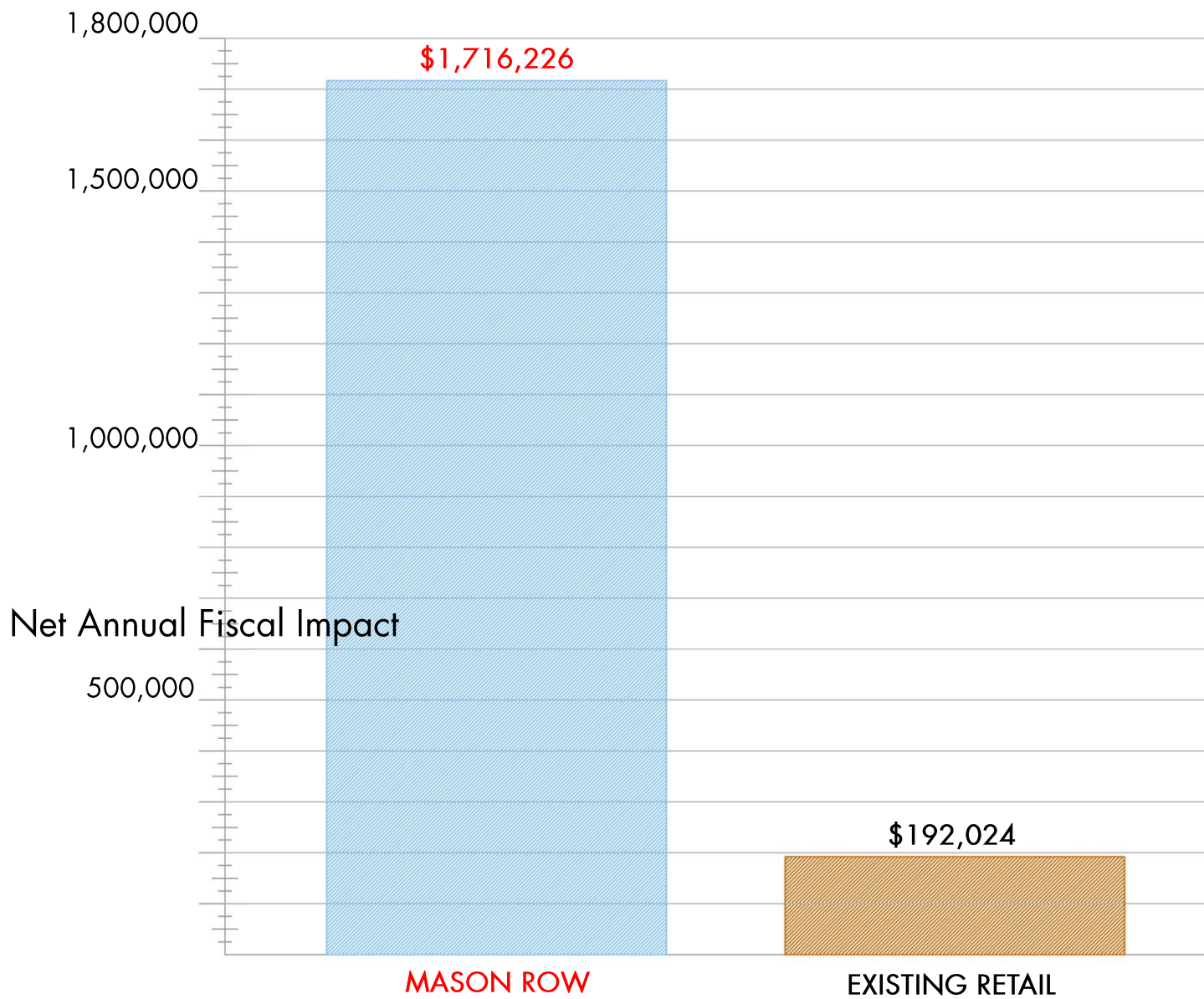


Mason Row Gross Annual Revenues = \$3,406,997      Mason Row Gross Annual Expenditures = \$1,690,771

Mason Row Net Annual Revenue = \$1,716,226

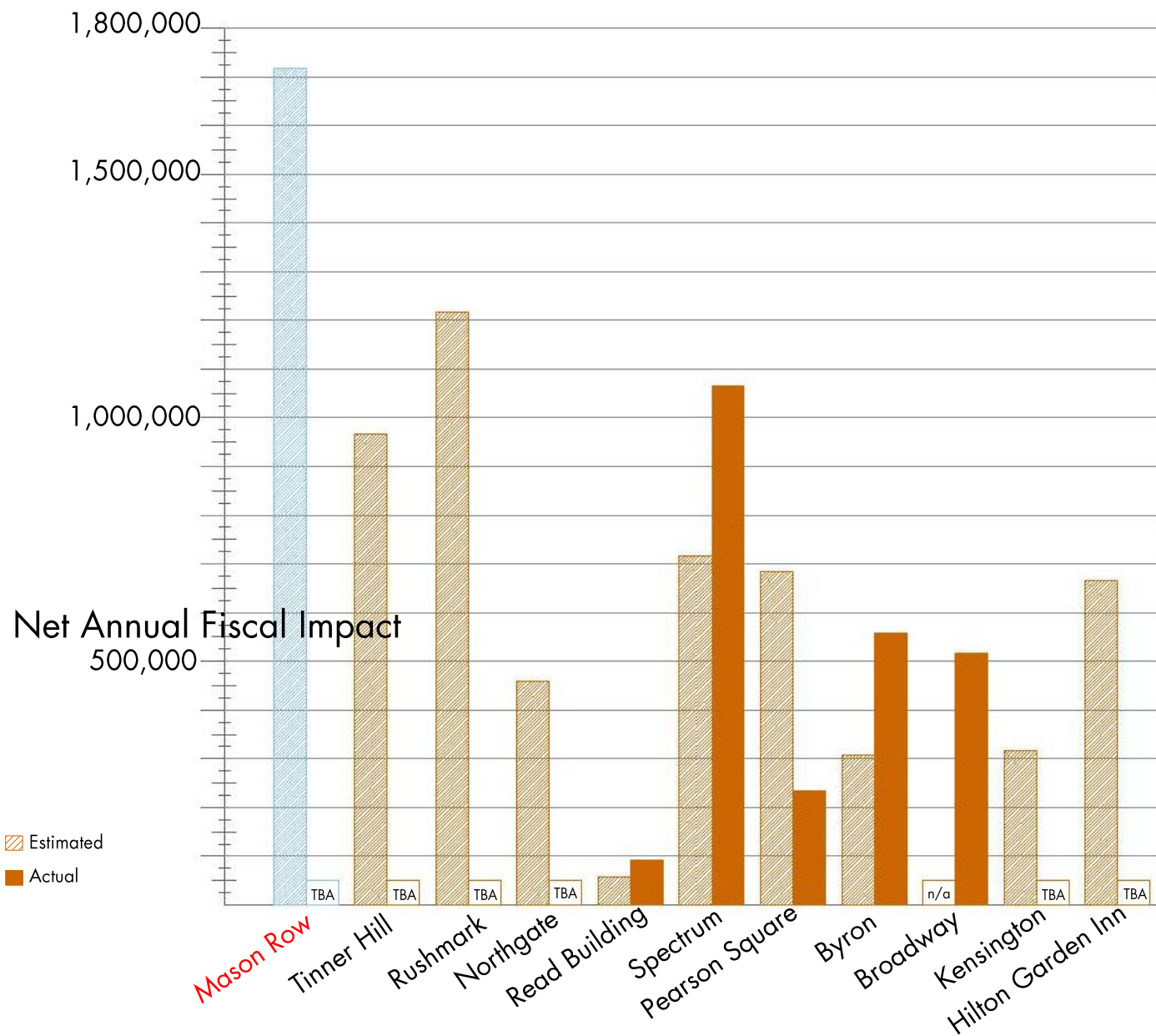
Mason Row Net Annual Fiscal Impact – Distribution

**Mason Row**



Net Annual Fiscal Impact – Existing Site/Mason Row Comparison

Mason Row



Net Annual Fiscal Impact – Recent Comparable Projects

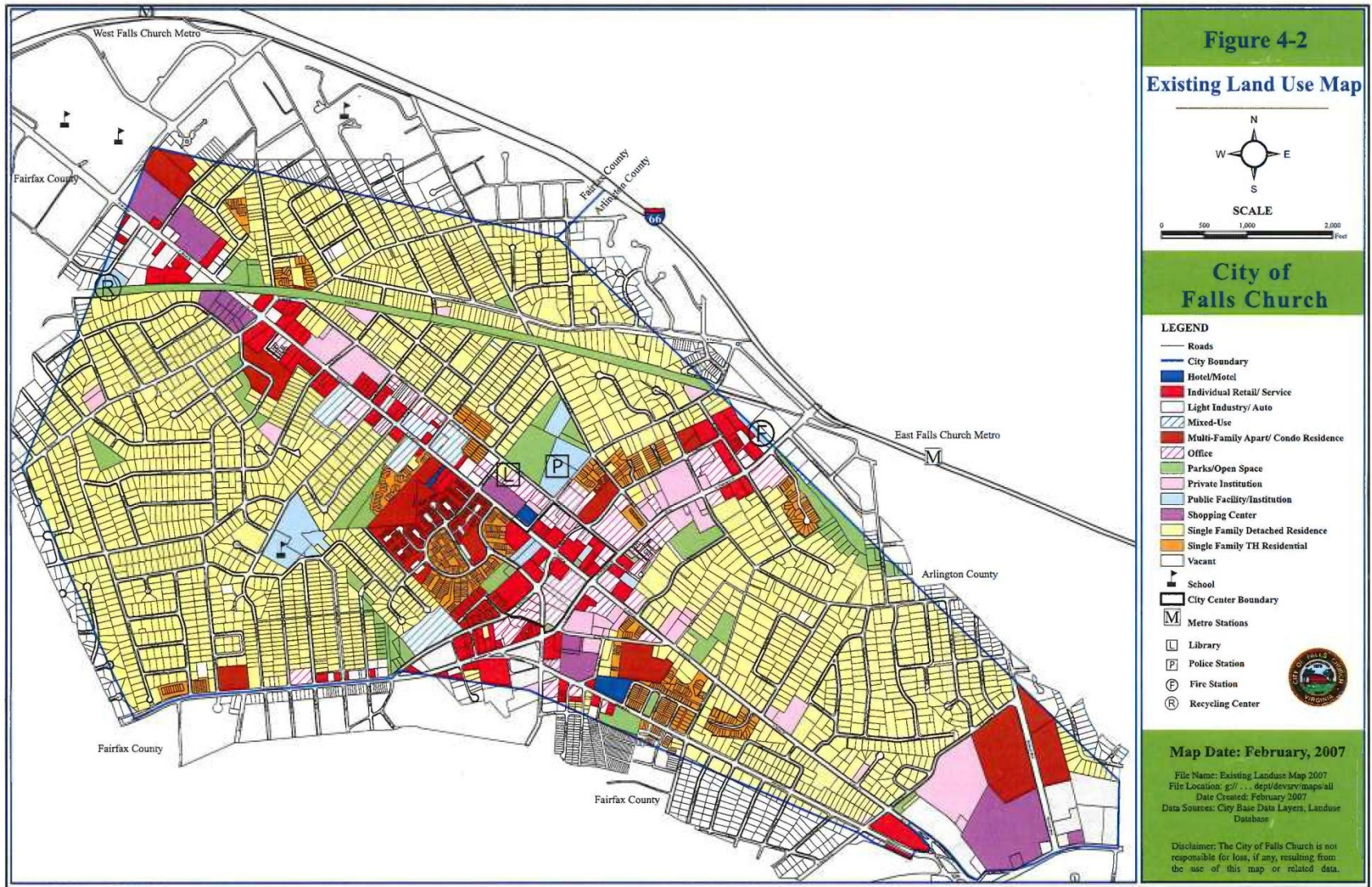
Mason Row

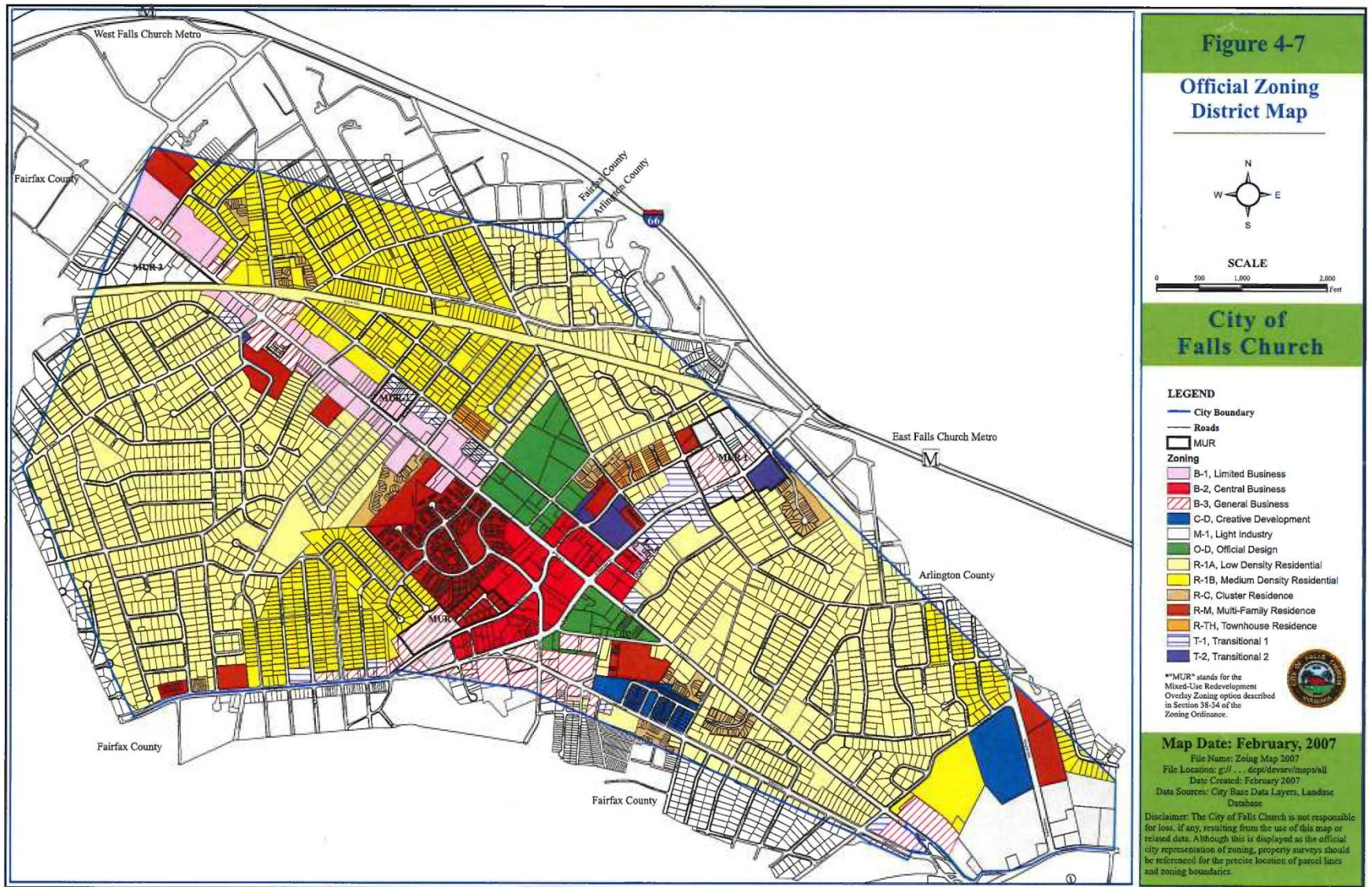


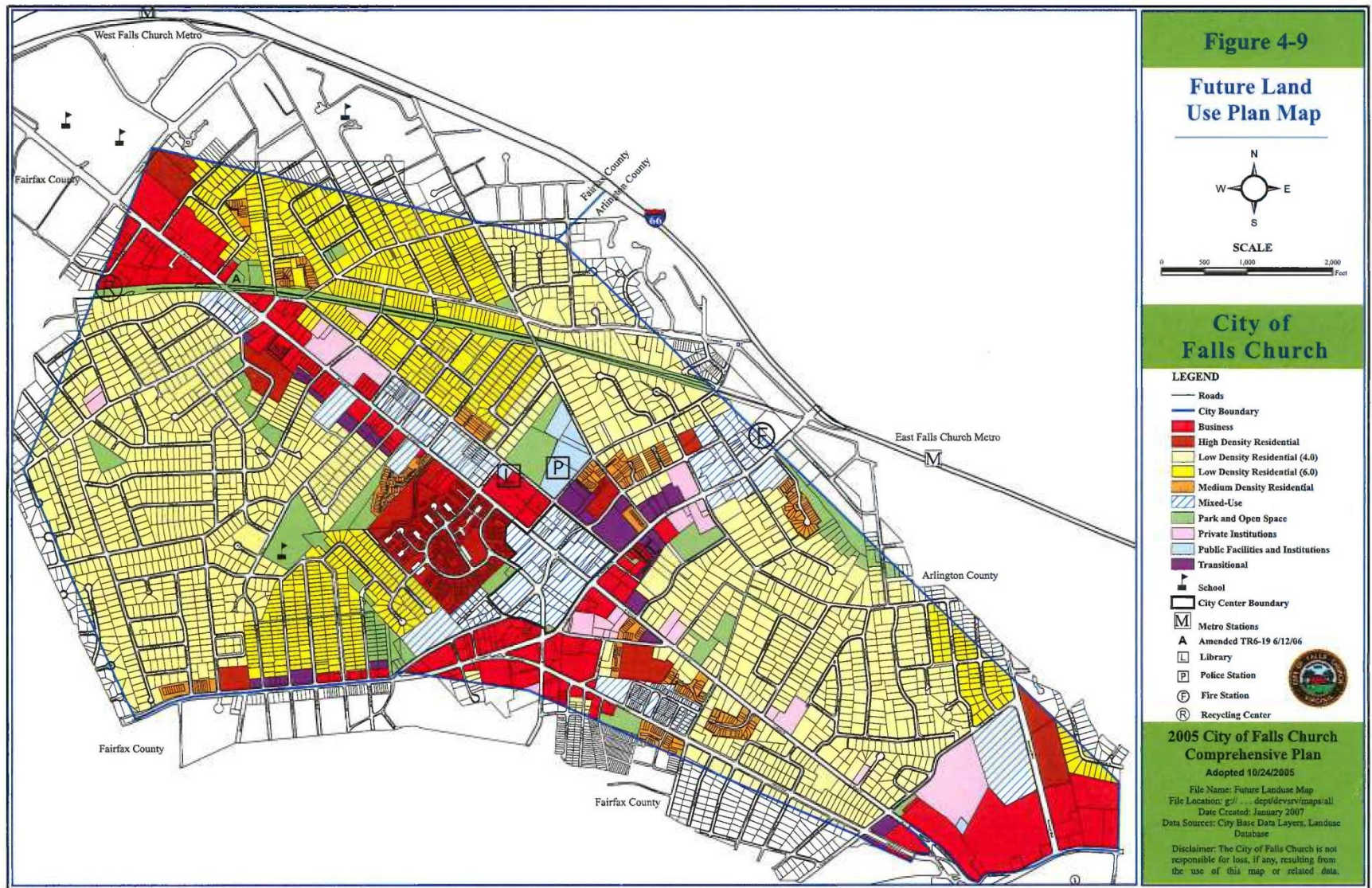
# Mason Row

Falls Church, VA

*"A Special Place for Gathering, Shopping & Dining"*







**Sec. 48-423. Principal uses permitted by right.**

Principal uses permitted by right in the T-2, transitional district are as follows:

- (1) Public buildings and facilities.
- (2) Schools or day care facilities complying with the provisions of the state code.
- (3) Clinics for human care.
- (4) Churches, parish houses, and similar religious facilities.
- (5) Professional offices, including medical and dental.
- (6) Private, noncommercial clubs, lodges, and recreational or community centers.
- (7) Residential institutions.
- (8) Group homes for mentally ill, mentally retarded, developmentally disabled or handicapped persons. Mentally ill, mentally retarded, developmentally disabled or handicapped shall not include current illegal use of or addiction to a controlled substance as defined in Code of Virginia, § 54.1-3401 or as defined in section 102 of the Controlled Substance act (21 USC 802). The term "handicapped" is defined hereby incorporating by reference the definition in Federal Fair Housing Amendments Act of 1988 and in regulations (24 CFR 14, et al.) duly adopted under Fair Housing Amendment Act. Group homes for which the Department of Mental Health, Mental Retardation and Substance Abuse Services is the licensing authority, pursuant to the Code of Virginia, shall be deemed to be a group home permitted by right.
- (9) Boardinghouses, lodginghouses, or roominghouses.
- (10) Inns, bed and breakfasts.
- (11) Parking lots, subject to site plan review by the planning commission. In transitional districts, parking lots should be designed, landscaped and/or screened in such a way as to minimize excessive traffic in residential areas, glare from headlights, excessive noise, and other concerns as identified by the planning commission.
- (12) Mixed-use redevelopments, as permitted and regulated in article V, division 5 of this chapter.

**Sec. 48-393. Principal uses permitted by right.**

Principal uses permitted by right in the T-1, transitional district are as follows:

- (1) One-family dwellings as regulated in the R-1B district.
- (2) Two-family dwellings as regulated in the R-1B district.
- (3) Townhouses, as regulated in the R-TH district.
- (4) Public buildings and facilities.
- (5) Churches, parish houses, and similar religious facilities.
- (6) Schools or day care facilities complying with the provisions of the state code.
- (7) Private, noncommercial clubs, lodges, and recreational or community facilities.
- (8) Residential institutions.
- (9) Group homes for mentally ill, mentally retarded, developmentally disabled or handicapped persons. Mentally ill, mentally retarded, developmentally disabled or handicapped shall not include current illegal use or addiction to a controlled substance as defined in Code of Virginia, § 54.1-3401, or as defined in section 102 of the Controlled Substance Act (21 USC 802). The term "handicapped" is defined hereby incorporating by reference the definition in Federal Fair Housing Amendments Act of 1988 and in regulations (24 CFR 14, et al.) duly adopted under Fair Housing Amendment Act. Group homes for which the Department of Mental Health, Mental Retardation and Substance Abuse Services is the licensing authority, pursuant to the Code of Virginia, shall be deemed to be a group home permitted by right.
- (10) Professional offices, including medical and dental.
- (11) Boardinghouses, lodginghouses, or roominghouses.
- (12) Inns, bed and breakfasts.
- (13) Parking lots, subject to site plan review by the planning commission. In transitional districts, parking lots should be designed, landscaped and/or screened in such a way as to minimize excessive traffic in residential areas, glare from headlights, excessive noise, and other concerns as identified by the planning commission.
- > (14) Mixed-use redevelopments, as permitted and regulated in article V, division 5 of this chapter.